

SEP 18 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

ANNOUNCEMENT

Owing to the Jewish Holidays on Mon. and Tues., Sept. 18, 19, the CALENDAR will be one day late this week and will therefore be on your desks on Sat. morning instead of the usual Fri. morning.

WEEK ENDING FRIDAY, SEPTEMBER 15, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Available	PERSONNEL, MANAGEMENT & SALES TRAINING OPERATIONS A study of the training of Macy's employees, from top ranking executives down to the rank and file in selling and non-selling depts., will be available to personnel and training depts. of other stores through the General Service Publishing Co. There will be reports, bulletins, courses, posters, etc., all based on Macy's own successful method. Contact: General Service Publishing Co., 515 Madison Avenue.	R.H. MACY & CO., INC. & GENERAL SERVICE PUB. CO. GENERAL SERVICE PUB. CO.	515 MADISON AVENUE
Just Announced	NEW WHOLESALE CONNECTION FOR MADAME LYOLENE The first showing, held early in Oct. of the firm Nini Turcotte, will include a "Lyolene Limited Editions" collection of Misses' formal evening dresses. Lyolene has had wide recognition in the debutante type of apparel ever since her association with Heim Jeune Filles before the war. The date of her showing at the wholesale house of Nini Turcotte will be announced later. Contact: Nini Turcotte, 489 Fifth Avenue.	WITH FIRM OF NINI TURCOTTE	SHOWROOMS 489 FIFTH AVENUE
Friday Sept. 15 11:00 A.M.	TALK ON DRESSMAKING Mary Madison, fashion director of Bamberger's will give constructive sewing and fabric advice to women who make their own fall and winter clothes. She will talk about "The Basic Dress". Press and public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	FABRIC DEPARTMENT 2ND FLOOR
Beginning Friday Sept. 15	EXHIBIT DEMONSTRATING SCHOOL'S CURRICULUM An exhibit of drawings to show pictorially the progressive steps in the course of study offered in various departments of the school. Visitors welcome 9:00 A.M.-9:00 P.M. weekdays, Saturdays until 5:00 P.M. For further information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Friday Sept. 15	TOUR OF "GALLERY OF DIAMONDS AND DOLLS" This exhibit of dolls and diamonds representative of bridal finery for the past two centuries goes on a country-wide tour of stores next week, illustrating jewelry, lingerie, period fashions, diamonds, etc. Mrs. Mary E. Lewis, president of the Nat'l Doll and Toy Collectors Club, will be present at a number of the showings. To book, contact: Dorothy Dignam, CI. 6-0200.	N.W. AYER & SON AND ASSOCIATED JEWELERS	COAST TO COAST

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 15	SEMI-ANNUAL MARKET OPENING-COVERAGE Contact: Sam Cook Singer, WI. 7-2790.	OCTOBER ISSUE WOMEN'S REPORTER	350 5TH AVENUE
Saturday Sept. 16 11:00 A.M., 2:30 P.M.	PATTERN FASHION SHOW OF BACK-TO-SCHOOL STYLES A Simplicity Stylist will be on hand. Open to Press and Public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND SIMPLICITY PATTERNS	FABRIC DEPARTMENT 2ND FLOOR
Saturday Sept. 16 4:00 P.M.	JUNIOR HAVEN FASHION SHOW Entrancing fashions from the Jr. Haven Dept., modeled by local high school girls. Press and Public invited. Publ.: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	RESTAURANT 10TH FLOOR
Saturday Sept. 16	OPENING OF FOOTBALL SEASON Football schedules are greatly curtailed for the third war-time football season. The traditionally "important" games can not be predicted because of the shifting of many stars to service and pre-service teams. See your newspaper for schedules.	COLLEGES AND UNIVERSITIES	ALL OVER THE COUNTRY

WEEK BEGINNING MONDAY, SEPTEMBER 18, 1944

Sunday Sept. 17- Sept. 23	NATIONAL DOG WEEK In New York, there will be a two-hour program on the afternoon of Sept. 20th on behalf of National Dog Week in the lower plaza of Rockefeller Center. Chairman of the event is Constance Bennett, movie star, and celebrities of stage, opera and screen will appear with their dogs. There will also be a demonstration of dog work, including war-work and obedience.	NATIONAL DOG ASSN.	ALL OVER COUNTRY
Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION Exciting, original "separates" ensembles designed by Mme. Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL ROOF GARDEN
Monday Sept. 18 3:00 P.M.	PRESS OPENING: "READY- TO-BE-WORN" CLOTHES Jaeckel's new Ready-to-Wear Dept., presents a complete Fall collection at a cocktail party opening for the Press. Publ.: Viola Shefer, PL. 3-2117.	JAECKEL'S	8-10 EAST 57TH ST. 1ST FLOOR
Monday Sept. 18 4:30 P.M.	PRESS PREVIEW: FALL FASHIONS Press strictly by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR
Monday Sept. 18 5:00 P.M. On.....	COCKTAIL FASHION SHOW: "FABULOUS" HATS & PERFUME These three collaborators, all tops in the fashion and cosmetic world, join in presenting the season's newest hats and perfumes. Open to Public. Press by invitation. Phone Fred for reservations. "Fabulous" Publicity: Nona James, PL. 3-2991. Plaza Publicity: Alma Zaiss, PL. 3-1740.	BONWIT TELLER, CHARBERT, JEANNE TETE	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 18	NEW TRAINING COURSE FOR BUYING STAFF Chicago's Marshall Field & Co. is instituting quite an innovation in retailing--a training program for its resident buying staff in the N.Y. office. Doctors Robinson and Wingate of N.Y.U., plus top Chicago and N.Y. executives will lecture each Monday until February.	MARSHALL FIELD & CO.	OFFICES 200 MADISON AVENUE
Monday Sept. 18	STORE'S 107TH ANNI- VERSARY WINDOWS A series of window displays including hourly puppet shows, presenting Presidential campaigns from 1837 (date of McCreery's debut)-1944. Particularly timely this election year, George Welles, McCreery's display head, has used political posters and other campaign impedimenta for his effects. Publicity: Alice Hutton, WI. 7-7000.	JAMES MCCREERY & CO.	5 WEST 34TH STREET
9/18-9/19	JEWISH HIGH HOLIDAYS (MARKET CLOSED).		
Tuesday Sept. 19 10:30 A.M. Breakfast	"TEENTIMERS'" BREAK- FAST FASHION SHOW Press preview of winning "Teentimers'" designs. The 4 winning costumes, selected after a nationwide contest, will be displayed under Bloomingdale's auspices. Press invited. Bloomingdale Publicity: Karen Hollis, VO. 5-5900. Teentimer Publicity: Billie Gould, WI. 7-9715.	BLOOMINGDALE'S	ST. REGIS HOTEL PENTHOUSE
Tuesday Sept. 19 3:00 P.M.	COKE SESSION FOR TEEN-AGERS This is a gab fest for the young set under Bamberger's auspices. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	SUB DEB CHECK ROOM 4TH FLOOR
Tuesday Sept. 19 3:30 P.M.	MILLINERY FASHION PRESENTATION A choice collection of Laddie Northridge hats. Press and public by invitation. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	SPECIALTY SHOP 3RD FLOOR
Tuesday Sept. 19 4:00 P.M.	OPENING OF NEW SHOP Cocktail party and fashion show of custom-order and ready-to-wear fashions. Attendance, strictly by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Tuesday Sept. 19 5:00 P.M.- 7:00 P.M.	PRESS OPENING; NEW MAKEUP STUDIO Eddie Senz, make-up artist for 4 major theatrical studios, will introduce "make-up" faces", a new theory in make-up. Also "face-spacing", showing the importance of colors and new "hair-dos". Press by invitation. Publicity: A. Gail, CI. 6-3795.	EDDIE SENZ	STUDIO 48 EAST 52ND STREET
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new addition to the curriculum. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE NEW YORK
Wednesday Sept. 20 1:00 P.M.	FALL FASHIONS AT LUNCHEON SHOWING 1st public showing of Fall costumes. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 20 3:30 P.M.	PRESS PREVIEW: NEW FALL FASHIONS Choice collection of new Fall fashions. Press strictly by invitation. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	2ND FLOOR
Wednesday Sept. 20 5:00 P.M.	"EYES AND THE HAT" FASHION SHOW Peg Fischer, milliner, and Aziza, outstanding Egyptian eye makeup firm, will present a joint "eye" and "hat" show, a novel presentation of dramatic interest. Peg Fischer Publicity: Rosemary Sheehan, CO. 5-3147. Aziza Publicity: Mildred Kaldor, PL. 3-5782.	PEG FISCHER AND AZIZA CORP. OF AMERICA	PLAZA HOTEL PERSIAN ROOM
Beginning Wednesday Sept. 20	OPENING OF FALL SEMESTER The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given eight weeks in practical work in department stores, with pay. For further information, contact: Leona Van Cott, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET NEW YORK
Wednesday Sept. 20- Nov. 19	EXHIBIT: SOVIET CHILDREN'S ART An exhibition arranged in collaboration with the Art Committee of the Nat'l Council of American-Soviet Friendship, Inc. Consists of 100 water-colors and drawings by Soviet children ranging between the ages of 6-15. Open to Press and Public. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Sept. 21 11:00 A.M.	FASHION SHOW AND NEW FLOOR OPENING Gala Fall fashion show celebrating opening of the newly redecorated and rearranged fourth floor for fashions. Press and public invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	SUIT DEPARTMENT FOURTH FLOOR
Thursday Sept. 21 12:30 P.M.- 6:30 P.M.	HOME SEWING LESSONS Every 2 hours from 12:30 P.M. on, Macy's stylists will discuss Fall fashions from the point of view of fabric selection, sewing, and use of McCall Patterns. On Sept. 29th, there will be a similar lecture related to Butterick Styles and on Oct. 5th, Advance Patterns will be linked to Macy's fabrics. Dressmakers, Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R.H. MACY & CO., INC.	DRESSMAKING CENTER 5TH FLOOR
Thursday Sept. 21 1:00 P.M. Luncheon	"FASHIONS IN FURS" The fur fashion season is launched with this luncheon event at the Plaza. Open to public. Press by invitation. Luncheon from \$2. Gunther Publicity Grace Fitzwater, VO. 5-3440. Plaza Publicity: Alma Zaiss, PL. 3-1470.	GUNTHER (666 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Thursday Sept. 21 3:00 P.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS FOR FALL A collection of exciting custom-order ensembles for day, sports and evening. Designed by Carrie Munn for her exclusive clientele. Press by invitation. Contact: Carrie Munn, EL. 5-0017.	CARRIE MUNN	SALON 640 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 21- Sept. 23	2ND ANNUAL KINGS COUNTY FAIR A bigger and better fair than last year, with more sections, classes, etc. \$25 War Bond prizes for best entries in each of 6 sections. Cooperating with Abraham & Straus are seven prominent Gardening, Home Economics, and volunteer organizations. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
Saturday Sept. 22	NEWSSTAND DATE: CHARM'S HOME FURNISHINGS ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Saturday Sept. 23 2:30 P.M.	SUB-DEB WALK-AROUND FASHION SHOW An informal presentation of Jr. Fashions. All invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	JUSTEEN DEPARTMENT 4TH FLOOR
Monday Sept. 25	RESORT, SPORTSWEAR & PLAY CLOTHES MARKET Contact: Louis Tabak, Chairman, Assoc. Apparel Mfrs., Los Angeles, Calif.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
Monday Sept. 25	SWIM FOR HEALTH WEEK In a drive to continue the wartime retail policy of selling beachwear and bathing suits at full prices through Aug., the annual Swim for Health campaign is launching a Swim for Health Week and Contest, next June 25-30. Models competing for the title will be selected Sept. 25th at Hotel Lexington. Two official posters will be distributed to stores, Y's, pools and schools. A national bathing suit publicity committee will sponsor a nationwide display contest as well as a retailers' newspaper advertising contest. Awards to total \$1000. Contact: Martin Stern, VA. 6-0543.	SWIM SUIT COMMITTEE	ALL OVER THE COUNTRY
Monday Sept. 25	THE EIGHTH CLASS ENTERS The final entering Tobe-Coburn class for the year, making the largest total enrollment in the school's history, begins Monday. Additional classroom, library, and lounge space have had to be leased to house the 20 months streamlined course now given at this school. Contact: Tobe-Coburn School for Fashion Careers, PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
Monday Sept. 25- Sept. 27 8:30 A.M.	GUEST STARS ON RADIO PROGRAM On Monday, Sept. 25th, Max Bachrach, furrier, will give valuable tips on selecting furs. On the following day, Dr. Kurt Wimmer, authority on perfume, will explain how that product is made and identified. And on the 27th, Helene Garnell will be interviewed about her new book, "It's Fun to Make a Hat." Contact: Muriel Kayhill, CI. 7-5700.	NANCY CRAIG'S "WOMAN OF TOMORROW"	WJZ...780 ON THE DIAL
Monday Sept. 25 1:00 P.M. Luncheon	READY-TO-WEAR FALL FASHIONS Mrs. Pleasants Pennington presents her Fall collection of ready-to-wear fashions including daytime dresses, suits and evening clothes. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mrs. Pennington, PL. 8-2460. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56 ST.)	ST. REGIS HOTEL ROOF GARDEN
Tuesday Sept. 26 9:30 A.M. Breakfast	PRESS PREVIEW: FABRIC FASHIONS Catoir, specialists in yarn dyed fabrics for the past 55 years, present new achievements in synthetic fabrics. Madame Paule Madoc of Catoir will announce these developments to members of the Fashion Press at Breakfast. Attendance by invitation. Publicity: Anna T. Moore, ST. 9-6000.	CATOIR SILK CO.	SALON 444 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 26 4:00 P.M.	PRESS OPENING OF NEW CHILDREN'S DEPARTMENT A Press cocktail party and Fashion Show of children's hand made dresses. Also, Jensen's famous silver jewelry. Attendance by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	GEORG JENSEN	667 5TH AVENUE 3RD FLOOR
Tuesday Sept. 26 5:00 P.M.	PRESS PREVIEW: "PARADISE PINK" PARTY Coordinated makeup and fashion presentation to introduce "Paradise Pink", Elizabeth Arden's newest lipstick shade and dramatic makeup. Press by invitation only. Publicity: Elizabeth Fenton, PL. 3-3410.	ELIZABETH ARDEN	SALON 691 5TH AVENUE
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION 12 scholarships leading to the degree of Master of Retailing will be given to residents of N. Y., Westchester, N. J., and Nassau. Winners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: N. Y. U., School of Retailing, Washington Sq., N. Y.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
Sept. 27	JEWISH NEW YEAR (MARKET CLOSED).		
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION A fascinating collection of fur-fashions for Fall and Winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Sept. 27 3:30 P.M.	PRESS PREVIEW: MADE- TO-ORDER CLOTHES A presentation of 18 new Fall ensembles and millinery. Press, strictly by invitation. Contact: Zoé de Salle, PL. 3-0396.	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
Thursday Sept. 28 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOWING Theme and details of show later. Open to public. Press by invitation. Luncheon from \$2. Saks Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Alma Zaiss, PL. 3-1740.	SAKS 5TH AVENUE	PLAZA ROOM PERSIAN ROOM
Around Oct. 1	FALL DEMONSTRATION OF ARALAC ARALAC, INC. AND McCALL PATTERN CO.		STORE PIECE GOODS DEPARTMENTS
Sunday Oct. 1	INTRODUCING: "DEVASTAT- ING FASHIONS" A complete, coordinated promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, to be sold exclusively to one store in each city. The October fashion magazines will introduce "Devastating Fashions" in their advertising and editorial sec- tions, together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1-VOGUE, HARPER'S BAZAAR, TOWN & COUNTRY
Sunday Oct. 1- Oct. 4	SPRING SHOWING OF SHOE MFRS. LINES More than 300 shoe mfrs. will show their lines in this 13th annual series of spring exhibits. Coast to coast shoe buyers expected to attend.	"THE VICTORY SHOW" EXHIBITORS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 2 1:00 P.M. Luncheon	FALL & WINTER FASHION SHOWING OF NEW FURS Furs for daytime and evening, some of them original Harra designs. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Kay Merrill, VO. 6-3535.	S. HARRA (17 W. 57TH ST.)	ST. REGIS HOTEL ROOF GARDEN
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLINERY LUNCHEON The usual dramatic Walter Florell presentation at this first Fall hat showing. Press invited. Open to public. Luncheon a la carte. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON Presenting the second collection of new Fall fashions, including dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY LUNCHEON FASHION SHOWS Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series. Sponsor of the Oct. 4th show is listed below. To exhibit, contact: Viola Shefer, PL. 3-2117.	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	CUSTOM-MADE FUR FASHIONS This first Cotillion Room presentation will be a de luxe fashion show of custom-made furs by Jaeckel's and custom-made hats and accessories by John Frederics. Open to Public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	JAECKEL'S	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 4- Dec. 12	NEW FASHION TRAINING COURSE The fifth annual course, called "Introduction to Careers in Fashion", sponsored by the Fashion Group, Inc., and presenting the "know how" and "how to" of fashion careers. It consists of ten two-hour sessions from 7:30-9:30 P.M. with three key speakers at each session. These include top ranking experts in every phase of fashion creation and merchandising, including selling, fabrics, public relations, advertising, radio, and publications. Tuition fee for the series is \$15, or \$2 for each individual lecture. Early registration is suggested because of limited lecture room space. For further information, contact: Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	THE BARBIZON LEXINGTON AT 63RD ST.
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION SHOW The very latest Fall Bridal fashions from the new Bridal Salon will be featured with diamond jewels by Cartier. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 5 5:00 P.M. Cocktails	PRESS PREVIEW: RESORT & EARLY SPRING FASHIONS Introducing "Blackfriar Kindreds", new coordinated fashions in women's sportswear. Press by invitation. Publicity: Gladys Steiner, MU. 3-1267.	LOUIS GEIGER, INC.	1384 BROADWAY 8TH FLOOR
Saturday Oct. 7- Oct. 14 11:00 A.M.- 6:00 P.M.	6TH ANNUAL AMERICAN DOLL SHOW This exhibit includes rare, unique, colorful dolls, both antique and modern, from the private collections of doll collectors in all parts of the U.S.A. Press and public invited, free. Publicity: Helen Denson, LE. 2-3488.	AMERICAN HOBBY FEDERATION	HEARN DEPARTMENT STORE AUDITORIUM, 5TH FLOOR
Monday Oct. 9	OPENING OF SPRING LINES	ST. LOUIS FASHION CREATORS	INDIVIDUAL ST. LOUIS SHOWROOMS
Monday Oct. 9	SPRING OPENING OF DRESS AND SUIT DIV.	CHICAGO FASHION INDUSTRY	INDIVIDUAL CHICAGO SHOWROOMS
Beginning Monday Oct. 9, Through November	SPRING SHOWINGS OF QUALITY LINES Sportswear Guild houses are holding their showings the week of Oct. 9th. Coat and suit showings are in the week of Oct. 16th, and better dresses are holding their openings the week of Oct. 23rd. This means that out-of-town buyers will be swarming to New York from the 2nd week of Oct. through to early Nov. This Fall's apparel openings are earlier than last year's in order to facilitate timely deliveries. Members of the Sportswear Guild who will show their lines, include:	NEW YORK QUALITY MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
	ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN	KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW Details later. Open to public. Press by invitation. Luncheon a la carte. Jonai Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	TEEN-AGE FALL FASHIONS AT LUNCHEON Featuring Betty Betz Teen-age Fall ensembles...dresses, suits, coats, Mother-Daughter Fashions, and clothes for the toddler. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	LANZ 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	MISSES "DRESS UP" FASHION SHOWING A dramatic fall collection of misses dress-up clothes. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	JANE ENGEL (1025 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 11 4:30 P.M.	HAIRDRESSING COCKTAIL PARTY This style-conscious hairdresser will show new coiffures for Fall and Winter, as well as newest developments in permanent waves. Special emphasis on convertible coiffures. Press by invitation. Publ.: Bernord Az Guro, WI. 2-1757.	BERNORD AZ GURO	SALON 441 MADISON AVENUE
Thursday Oct. 12 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon from \$2. Macy Publ.: Kay Inglis Jones, CH. 4-2000. Plaza Publ.: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC.	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Oct. 14 9:00 A.M.- 5:45 P.M.	MODERN MISS MERRY-GO-ROUND Miss Joan Finlay of Simplicity Pattern Co. and an expert on high school etiquette will give a joint session on clothes as well as high school manners. Five girls from the A & S Hi-School Fashion Board will model. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	FABRIC DEPARTMENT STREET FLOOR, WEST
Monday Oct. 16	SPRING LINES OF BEACH, BATHING & PLAY CLOTHES Contact: Sam Annis, Beachwear Guild, Nat'l Knitted Outerwear Association.	BEACHWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON- FASHION SHOW Knize will present beautifully tailored custom-made suits and accessories. Open to public, press by invitation. Luncheon from \$1.85. Contact: Mr. Knize, PL. 3-2987. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	KNIZE (20 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Oct. 16	PRE-SPRING DALLAS MARKET Dallas manufacturers will have their first Spring lines ready for this October showing. Note: Dallas fashion events are attracting increasing attention throughout the country.	AMERICAN FASHION ASSN. & NATIONAL FASHION EXHIBITORS	DALLAS FASHION AND SPORTSWEAR CENTER
Tuesday Oct. 17 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION Details later. Open to public. Press by invitation. Luncheon a la carte. Contact: Phil Levy, PL. 3-0857. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOWING A collection of Fall and Winter dresses, suits, gowns, etc. Open to public. Press by invitation. Luncheon a la carte. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW OF FUR ORIGINALS Advance collection of custom-made fur models. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117.	ALFRED RAINER (17 E. 55 ST.)	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 18	EXHIBIT: PEASANT AND TRADITIONAL COSTUMES	LEE SIMONSON AND MET. MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY 18-2ND FLOOR
Wednesday Oct. 18	EXHIBIT: EUROPEAN TEX- TILES WOVEN & EMBROIDERED	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERIES 15, 16-2ND FL.
Thursday Oct. 19 1:00 P.M. Luncheon	FASHION SHOW OF TOWN ENSEMBLES Featuring new daytime and dinner costumes for Winter in town. Open to public. Press by invitation. Luncheon \$2.00. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Alma Zaiss, PL. 3-1740.	DE PINNA	PLAZA HOTEL PERSIAN ROOM
Friday Oct. 20	NEWSSTAND DATE: CHARM'S BEAUTY AND THE BRIDE ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Just....."CASANOVA BROWN" (Movie) MUSIC HALL, 6TH AVENUE AT 50TH STREET
 Opened An International Pictures comedy starring Gary Cooper, Teresa Wright, Frank Morgan, Anita Louise, and others. Costumes, Muriel King. Publicity: Rutgers Neilson, CO. 5-6500.

Friday.....PREMIERE: "BRIDE BY MISTAKE" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET
 Sept. 15 An RKO romantic comedy starring Alan Marshal, Laraine Day, Marsha Hunt, Alan Joslyn, and others. Costumes, Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Tuesday.....OPENING: "WHILE THE SUN SHINES" LYCEUM THEATRE, 149 WEST 45TH STREET
 Sept. 19 A social comedy directed by George S. Kaufman with Melville Cooper and Ann Hilliard featured. Publicity: Nat Dorfman, ME. 3-0858.
 8:40 P.M.

Wednesday...PREMIERE: "FRENCHMAN'S CREEK" (Movie) RIVOLI THEATRE, B'WAY AT 49TH STREET
 Sept. 20 A Paramount technicolor movie starring Joan Fontaine, Arturo de Cordova, Basil Rathbone, Nigel Bruce, and others. From the novel by Daphne du Maurier. Costumes, Irene. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "IMPATIENT YEARS" (Movie) CRITERION THEATRE, B'WAY AT 47TH STREET
 Sept. 20 An MGM movie about war marriages, starring Jean Archer, Lee Bowman, Charles Coburn, and others. Costumes, Jean Louis. Publicity: Herbert Crooker, BR. 9-7800.

Thursday....PREMIERE: "MAIZIE GOES TO RENO" (Movie) LOEW'S STATE, B'WAY AT 45TH STREET
 Sept. 21 An MGM comedy starring Ann Sothern and John Hodiak. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.

About.....OPENING: "MEN TO THE SEA" THEATRE TO BE DECIDED
 Sept. 25 A stirring drama about the Navy, starring Jimmy Elliott, Diane DeBrett, and Frank Etherton. Directed by Eddie Dowling. Publicity: Bernard Simon, LO. 5-2641.

About.....OPENING: "CHAMPAGNE FOR EVERYBODY" THEATRE TO BE DECIDED
 Sept. 25 A new comedy dealing with a manicurist and a Maharajah. Cast includes Will Geer, Steve Geray, Eddie Nugent, and Eva Condon. Publicity: Harry Davies, BR. 9-9074.

Tuesday.....OPENING: "OUR FANNY" CORT THEATRE, 138 WEST 48TH STREET
 Sept. 26 A farce by Harry Segall, produced by Robert Reud. Cast includes J.C. Nugent, Marjorie Lord, John Archer, and others. Settings by Frederick Fox. Publicity: Richard Maney, WI. 7-6939.
 8:40 P.M.

Wednesday...OPENING: "BLOOMER GIRL" BROADHURST THEATRE, 235 W. 44TH STREET
 Sept. 27 This is John C. Wilson's new musical with Celeste Holm in the leading role and a distinguished musical cast. Music by Harold Arlen, lyrics by E. Y. Harburg. Choreographer, Agnes DeMille; settings, Lemuel Ayers, and costumes, Miles White. Publicity: Willard Keefe, CI. 7-5282.
 8:40 P.M.

Monday.....OPENING: "SOLDIER'S WIFE" THEATRE TO BE DECIDED
 Oct. 4 The new Rose Franken comedy produced by William Meloney. Cast includes Martha Scott, Myron McCormick, Frieda Inescourt, Glenn Anders, and others. Clothes supervision, Bianca Stroock. Publicity: Fred Spooner, CI. 6-5750.
 8:40 P.M.

Sunday.....4-WEEK SEASON, BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Oct. 8 Publicity: Gerald Goode, PL. 3-0820.

Monday.....1ST N.Y.C. SYMPHONY CONCERT CITY CENTER OF MUSIC & DRAMA 131 WEST 55TH
 Oct. 9 Directed by Leopold Stokowski, the City Center concerts get under way for the second season with a new series beginning Monday, October 9th and continuing through the fall. Consult your newspapers for day and time. These concerts will be given in a series on Monday afternoons and Tuesday evenings and are offered to the public at special subscription rates from \$9 for the series down to 90¢ per ticket. Publicity: Jean Dalrymple, MU. 5-3114.
 8:30 P.M.